



ROSKILDE FESTIVAL 2011

30 JUNE - 3 JULY

Roskilde Festival is the largest culture and music festival in Northern Europe. With 120,000 daily visitors and sales totalling DKK 300 million during the festival period, Roskilde Festival is indeed characterised by an audience with great purchasing power. Eighty per cent of the audience are aged between 18 and 28 and are typically students or persons with a higher education. The festival-goers are interested in progressive music and youth culture and are often seeking out and curious about new experiences

Advertising in the festival programme

It is expected that 125,000 copies will be published, 70,000 in Danish and 55,000 in English. The programme will be handed out to the festival-goers when they arrive at Roskilde Festival.

Prices and formats



Spread:
224 x 145 mm*
DKK 54,900
*+ 5 mm bleed area



Full page:
112 x 145 mm*
DKK 34,500



Half page:
112 x 72 mm*
DKK 22,000

Special placements

Page 2: + 25 per cent

Right hand page: + 10 per cent

Deadline and submission of material

To be published on	Booking/Material
26 June - 3 July	27 May

NOTE! – all advertisements will be published in both a Danish and an English version. All material must be sent as high-resolution PDFs to roskilde@stibo.com.

All scripts/fonts must be included in the file. Any cancellation must be made in writing no later than eight (8) weeks before public; if not, the full amount will be invoiced.

Contact

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